

## **Green Tier Advisors**

July 20, 2006

Marketing Issues 2.0

**Issue Summary:** Because Green Tier is a new program, it provides an opportunity to thoughtfully strategize brand development and marketing to identify Green Tier as an important and innovative contributor to bettering Wisconsin's environment, economy, and communities. The Green Tier program has already received national attention as it begins to establish its local (statewide) presence. During the past year various issues and opportunities related to "branding" Green Tier have come up and should be addressed to clarify marketing directions and to maximize the opportunities inherent in the Green Tier law.

**Editor:** Carla Wright

**Contributors:**

**Background:**

**Alternatives:** A subgroup of the Green Tier Advisors can be identified to work on Marketing and Brand issues, or DNR staff can proceed with direction from the Advisors.

A list of suggested questions to frame the discussion and work on this issue follows.

A White Paper proposing a larger context for the Green Tier brand is also presented.

**Discussion:**

In order to develop the strategy how and to which audiences we want to market Green Tier, we need to first answer several questions:

1. What should Green Tier stand for? What are we communicating?
2. Should Green Tier market *to* emerging technologies? Should we market GT *as* a "program for better mousetraps?"
  - Start-up biofuel projects
  - Cashton & Belmont projects—technology is new & unproven in terms of environmental performance & results.
3. Do we want to target our marketing and communications about GT to specific sectors, and if so, how do we decide those sectors?
  - Geographic
  - Industry types
  - Pollutant types, i.e. air emissions, waste water
4. How far down the supply chain does Green Tier participation need to go to earn or warrant using the Green Tier logo on a consumer product, i.e. food and forest products?

5. Who should market the program, and what resources are needed?
6. Are there other government initiatives we should tap into?
  - Council of Great Lakes Industries supporting Economic sustainability in the Great Lakes. An informal group of Great Lakes leaders has produced a vision for the Region : “ a healthy, growing economy and business climate supporting its citizens and others by providing good jobs, delivering quality goods and services, sustainably utilizing its natural resources....” The Great Lakes Manufacturing Forum is pursuing an aggressive agenda focused on basin manufacturing image, innovation, workforce and logistics issues
  - Others?
7. How do we build brand? (see White paper: “Green Tier and Corporate Social Responsibility: Branding Business Values in Wisconsin”)

**Discussion Synopsis:**